

STATE OF NEBRASKA

DEPARTMENT OF INSURANCE

L. Tim Wagner

Director



Dave Heineman
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NEWS RELEASE

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FOR MORE INFORMATION:

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GenuCare, Inc., Ordered To Cease Transacting Business of Insurance in Nebraska

The Nebraska Department of Insurance has issued a [Cease and Desist](#) against GenuCare, Inc., a company based in Hurst, Texas, instructing GenuCare, Inc., to immediately cease transacting the business of insurance in Nebraska. The Department had reason to suspect that GenuCare, Inc., solicited insurance producers to sell its association-sponsored insurance products in Nebraska without the appropriate licensure required for this type of product.

The Department's investigation revealed that the GenuCare programs might offer insurance products as well as components of a discount health program. A discount health program is not insurance. The Department recently issued a Consumer Alert cautioning individuals to exercise care when considering the purchase of a Discount Health Program. A copy of the Alert is available on the Nebraska Department of Insurance website at www.doi.ne.gov.